ASX Announcement

28 April 2025

SportsHero Expands PSSI Relationship to be Named e-Sports Digital Platform Partner, to Launch KitaGaruda Gaming Hub.

- SportsHero (SHO) is pleased to announce the relationship with the Indonesian Football Association (PSSI) has been expanded, with SHO being appointed as their e-Sports gaming partner.
- SHO plans to launch the KitaGaruda Gaming Hub in the coming September quarter, which will provide Indonesia's large football fan base access to exclusive e-Sports content, tournaments, gaming platforms, and rewards opportunities.
- It is estimated that 80% of the Indonesian population or ~223m people, are football/soccer fans and 65% of those are following football via the internet.[1]
- Leveraging PSSI's existing digital presence and working concurrently with our new Telco partners (Indosat and XL), the hub will offer football fans access a variety of hardcore gaming platforms, casual gaming products, structured tournaments, rewards and other curated content.
- The revenue model is expected to include: tournament entry fees, subscription services (iGV.Com Family Game Room, casual gaming), digital store (in-game items, PSSI themed merchandise), prize pools and advertising/sponsorships.
- The agreement is for an initial term of 2 years, with an option to extend for a further 1 year, with revenue derived via the KitaGaruda Gaming Hub to be split 80% SportsHero and 20% PSSI.

[1] https://tgmresearch.com/euro-2024-insights-in-indonesia.html (Est ~279m population x 80% = ~223m)

SHO Limited (ASX: SHO) is pleased to announce they have been able to expand the long standing relationship with PSSI, Indonesia's professional football association, to now be named as their e-Sports Partner. SportsHero is planning to launch the KitaGaruda Gaming Hub in the coming September quarter, which will give Indonesia's large football fan base a central online hub for them to access a vast array of gaming products and services. These will include access to the iGV.Com Family Game Pass product, casual gaming options, tournaments, leaderboards, rewards, exclusive content, live chat, streaming, platform wallets, prize pools and more.

SportsHero has recently announced two major partnerships with the 2nd and 3rd largest Indonesian Telco's (Indosat and XL), which will be leveraged to increase traffic across the various digital platforms operated by the telco's and PSSI. Those arrangements include access to the Telco's Direct Carrier Billing (DCB) infrastructure, which allows customers to purchase certain product directly via their phone bills, which may help to improve customer conversion.

e-Sports has become an important channel for many sports leagues and clubs around the world, as it offers them a new avenue for fan growth, brand awareness, grass roots development[2] and direct engagement with younger audiences. A number of high profile clubs are sponsoring professional e-Sports teams and seeing positive results.[3] The Indonesian PSSI league has a strong fan base and is considered the "undisputed leader in football-related social media engagement in the region" according to www.seasia.co[4] and with the popularity of both local and global football, the opportunity for SHO and PSSI to partner on an e-Sports platform is seen as mutually beneficial.

[2] https://www.isca.org/news-detail/1284/exploring-the-role-of-grassroots-esports-in-modern-society-policy-recommendations-for-stakeholders
[3] https://escharts.com/news/sports-clubs-in-esports
[4] https://seasia.co/2025/02/18/which-southeast-asian-football-federation-has-the-most-followers?t

Tom Lapping, SportsHero's CEO said:

> *"We're excited to expand our long standing relationship with PSSI and be named as their e-Sports Digital Platform partner. This new KitaGaruda Gaming Hub will bring together PSSI's huge football fan base with the millions of customers we will have access to via our recently announced Indosat and XL partnerships for the iGV.Com Family Game Pass product."*

This agreement does not provide any minimum revenue, with sales to be derived upon successful conversion of potential football fans into users of the KitaGaruda Gaming Hub and successfully selling those users a product or service. There is no consideration payable between the parties to the agreement, the consideration is subject to uptake. There is no minimum amount of subscriptions provided under the agreement.

SHO expects to be able to service this product offering primarily using its existing team of content creators, designers and technical experts, and therefore is not expecting any substantial increase in costs or head count.

Authorised for release by the Board

Ross Pearson
Company Secretary